

## **Mayor's Monthly Message: November 2021**

A request has been received for an Alzheimer's and Caregiver Month Proclamation. Ms. Keri Lawson, Legislative Advocate, has requested that the Town proclaim November 2021 as Alzheimer's and Caregiver Month. She will be present at the meeting to receive the proclamation. The Town of Florence, Arizona, recognizes the importance of Alzheimer's and related dementia care. Alzheimer's and related dementias have a significant impact on the health and wellbeing of our residents. More than 150,000 Arizonans live with Alzheimer's, which is the 5th leading cause of death in the state. Arizonans are actively engaged in educating about the disease, advocating for a proper continuum of care, and improving the training and care of patients with Alzheimer's disease and related dementias. The Town of Florence supports an Arizona without Alzheimer's, addressing this public health crisis.

On November 1, 2021, The Greater Florence Chamber of Commerce (Chamber) Director Roger Biede will provide an update on the "Discover Florence Arizona" which highlighted the following on Facebook: "We've been sporting a new look!! Have you seen our new identity as we've slowly been rolling it out in our marketing? This past year we've been working on a new brand that we will use to help share what Florence looks like as a destination. We collaborated with @LocalFirstArizona @DogCatMouseMedia @FlorenceChamberofCommerce and many community stakeholders on this project. Read more about the process here and take a look through the new website while you are there." As Council will recall in December of 2020, the Town of Florence provided funds in the amount of \$24,296.65 to cover a matching grant of \$21,976.50, totaling \$43,593.00 towards participation in marketing opportunities that expand travel and tourism throughout the state. The Chamber applied for funding through the program and was approved to purchase cooperative advertising Subject: Tourism Website and other services not to exceed \$21,796.50 for the local match. The Arizona Office of Tourism will provide a 50% match. The Arizona Office of Tourism Rural Cooperative Marketing Program provides communities with the ability to participate in marketing opportunities that expand travel and tourism throughout the state. The Chamber applied for funding through the Program and was approved to purchase cooperative advertising and other services. This is a 50/50 matching program; the Arizona Office of Tourism pays 50% and the local destination marketing organization pays 50%. The Program provides funding for projects that cost up to \$50,000 with a \$25,000 local match. The Chamber submitted the application to fund a mix of digital media, print media, an application for Arizona Visitor Information Center certification, mobile location data services, and brand identity development and planning. The total project cost is \$43,593.00. The focus of the print media buys are the Phoenix and Tucson markets while digital media

are regional and statewide. Local First Arizona will provide brand identity development and planning services. The Town has verbally agreed to pay the local match of \$21,796.50. The program will run from November 2020 through August 2021. The Memorandum of Understanding (MOU) outlines the responsibilities of the Town and Chamber for procuring the following advertising and services. 1. Advertising. Participants choose to place ads in pre-selected print and out-of-home media. 2. Mobile Location Data Services. Participants purchase reports detailing the travel patterns and origin markets of mobile devices detected in their destination. 3. Arizona Visitor Information Center Program. Participants have the opportunity to receive Official Arizona Visitor Information accreditation, in addition to support from AOT in the form of guidelines, listings in the Official State Travel Guide, map and on [visitarizona.com](http://visitarizona.com). 4. Local First Arizona Brand Development Package. Participants have the opportunity to buy into education and tiered brand-development packages. The Town of Florence has also agreed to pay for graphic design or digital artwork up to \$2,500. Mr. Biede will provide a tour of the website at the meeting.

Later this month, I'll issue a proclamation declaring November 27, 2021 as 'Small Business Saturday' in the Town of Florence, Arizona. Since its inception in 2010, Small Business Saturday, proudly backed by American Express, has illuminated the significance of supporting small, independently owned businesses across the country. Falling between Black Friday and Cyber Monday, it's a day dedicated to supporting the diverse range of local businesses that help create jobs, boost the economy, and keep communities thriving across the country. In 2020, U.S. consumers reported spending a record high total of an estimated \$19.8 billion at independent retailers and restaurants on Small Business Saturday. On average for every dollar spent at local small businesses \$0.67 stays in the local community.

We are appreciative and grateful for the partnership with Bill Foster to facilitate the Jr. Parada Rodeo this year. Our council originally granted \$5,000 to coordinate the event. Council John Anderson made a recommendation to add an additional \$20,000 to assist with the event, which was approved by council. I'll be issuing a proclamation later this month declaring November 26 – 28 2021 as Junior Parada Days. The first Junior Parada began in 1932, during the Great Depression, to raise money for local schools; and has continued to hold a special place in the hearts of Florence's long-time residents. The Town embraces the importance of this long-standing tradition and appreciates the value that it brings to both its residents and visitors as they come to Florence during Thanksgiving weekend to celebrate the holiday with their family and friends. Many have created traditions of their own by staying in Florence for

the weekend to attend the Junior Parada Parade and rodeo and to catch up with one another.

The Veteran's memorial was created in 2018 and dedicated in 2019. It currently includes a bald eagle statue and poles flying the American, Arizona and prisoners of war flags. Pulte Homes, a construction firm building homes within the Anthem at Merrill Ranch development, has had a long-term goal to give back to the veterans of Florence. With this understanding and knowing the need for seating at the Plaza, staff developed a bench design that provides shade and recognizes each military branch. The benches are intended to enhance the overall tribute to our service members at the Veterans Memorial Plaza grounds. On Thursday, October 14, 2021 the Community Services Advisory Board reviewed and approved the military bench design as presented. Each bench will be powder coated. This finish is very durable and reduces the risk of scratches, chipping, and fading.

<b>Date</b>	<b>Time</b>	<b>Event</b>	<b>Host</b>	<b>Venue</b>
Wednesdays	10 am – 11 am	Grief Support	Senior Center	Dorothy Nolan Senior Center - Library
Nov 1 – 3	All day	Arizona Parks and Recreation Association Conference	Recreation/Admin	WeKoPa Casino
Nov 6	8:00 am	Healthy Kids Running Series	Private Organizer	Heritage Park
Nov 4	3:30 pm	Wreck-It Lab	Library	Library and Community Center
Nov 13	8:00 am – 12:00 pm	Farmer's Market	Chamber of Commerce	McFarland State Historic Park
Nov 13	8:00 am	Healthy Kids Running Series	Private Organizer	Heritage Park
Nov 13	High Noon	Pony Express	Private Organizer	Town Hall
Nov 19	5:00 p.m. to 8:30 p.m.	Historic Florence 3 <sup>rd</sup> Fridays	Main Street Merchants	Historic Downtown Main Street
Nov 20	8:00 am	Healthy Kids	Private Organizer	Heritage Park

		Running Series		
Nov 20	8:00 am – 12:00 pm	Kids Only Yard Sale	Recreation Division	Library and Community Center Parking Lot
Nov 26 – 28	12:00 p.m. – 8:00 p.m.	Junior Parada Rodeo	Bill Foster	Charles Whitlow Rodeo Grounds
Nov 27	8:00 a.m. – 12:00 p.m.	Farmer’s Market	Chamber of Commerce	McFarland State Historic Park
Nov 27	10:00 a.m.	Junior Parada Parade	Recreation	Historic Downtown Main Street
November 27	4:00 p.m. to 10:00 p.m.	Junior Parada Street Dance	Private Organization	Padilla Park

In addition to this monthly message, you can find all town council meeting agendas and minutes at: <http://www.florenceaz.gov/town-council/> and our regularly scheduled meetings are the first and third Mondays, at 6 pm, at Town Hall in Florence, AZ. As always, if you have any questions or concerns, please feel free to reach out at [Mayor@florenceaz.gov](mailto:Mayor@florenceaz.gov).

Sincerely,

Tara Walter  
Mayor of Florence, AZ